

City of Huntington Beach

# Ten Point Plan for Local Business

Presented by Fred Wilson, City Manager  
Huntington Beach Economic Conference  
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# HB Business Facts

- ▶ 18,779 total licensed businesses in Huntington Beach
  - 7,348 active businesses = 40% of all licenses
  - Others: home-based businesses, out-of-town contractors and residential multi-unit rentals

## Top Employment Industries:

Sales/Office	30%
Professional/Related	24%
Management/Business	
Financial Operations	20%
Service	11%
Production/Transp.	8%
Const./Maint/Other	7%

*Source: State of California  
Employment Development Department*

# What is the Ten Point Plan?

- ▶ Ongoing strategic approach to supporting local business
- ▶ Support and retain existing businesses and assist them in their growth and overall success
  - Increasing efficiency of processes wherever possible
  - Enhancing customer service
  - Support business needs by providing information and access to resources

# Point 1: Develop Model for Economic Gardening Program

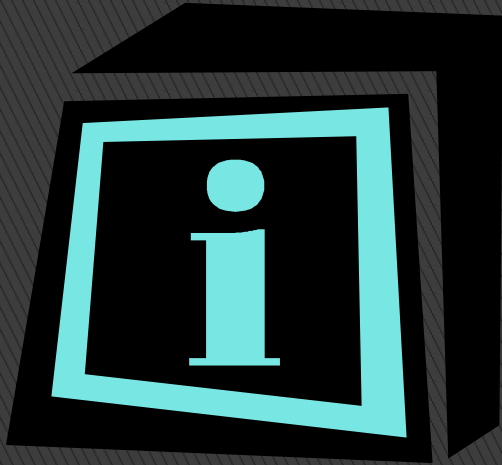


An entrepreneurial approach to growing an economy from within by focusing on nurturing local business.

- ▶ Targets local firms with growth potential and provides tools and programs to enable businesses to thrive
- ▶ Focuses on business retention and expansion
- ▶ Relationship based, not transaction driven

# ECONOMIC GARDENING

## Three Components:



Information



Infrastructure



Connections



# ECONOMIC GARDENING

## Information



- ▶ Demographic information and statistics
- ▶ Access to databases
- ▶ Help businesses learn where to get information and how to find other resources
- ▶ Information on City processes to help them understand what we can do to help them succeed

# ECONOMIC GARDENING

## Infrastructure and Quality of Life



# ECONOMIC GARDENING

## Infrastructure & Quality of Life

- ▶ More than just basic infrastructure
- ▶ A community that embraces business growth and support
- ▶ A good place to live, work and play
  - First Time Homebuyer Down Payment Assistance Program has funded more than \$1.33 million in loans – half of the total participants moved to HB to be closer to work.
- ▶ Firms in the new business panel later this morning will tell you why they chose HB



# ECONOMIC GARDENING

## Connections

- ▶ Economic Gardening is relationship driven
- ▶ Develop connections between businesses to get them to the next level
  - Lenders
  - Business Associations
  - State/Federal Programs
  - Colleges/Universities
  - Other Businesses



Locate resources and communicate them to the business community

# NEXT STEPS

- ▶ Build relationships with existing businesses
  - Conference evaluation – what would you like to learn?
  - “How to do Business with the City” workshop
    - April 13: 7:00 AM, City Hall, Room B8
  - Business Visits with the Mayor and City Manager to determine how we can best help your business
- ▶ Provide a reason to stay and expand, which will also increase new business
  - Local Business Creates over 97% of new jobs
  - 5% of US companies produce 80% of jobs
  - 90% of US businesses have less than 20% of employees

YESTERDAY: BUSINESS ATTRACTION

TODAY: **BUSINESS RETENTION AND EXPANSION**

## Point 2: Streamline Development Process

Expedite tenant improvement permits, implement technology solutions and other resources to expedite development processing

- ▶ Success Story: Quiksilver/DC Shoes (850 employees)
- ▶ Major remodel of 200,000 sq. ft.
- ▶ 11 year renewed lease (400,000 sq ft)
- ▶ Potential to have lost business to another city

“...Quiksilver has had positive relations and experience through its history with the City of Huntington Beach.”

–Quiksilver

# Point 3: Develop/ Implement Enhanced Customer Service Standards

Create opportunities to demonstrate our commitment to serving the needs of the business community

- ▶ Customer service survey
- ▶ Develop/implement new standards & programs
- ▶ Business Concierge & “Second Opinion” Programs



# Customer Service Survey

Sent to 2,000 Building & Safety, Planning, Public Works, Fire, Code Enforcement customers from past two years

- ▶ 81% were extremely satisfied with the amount of information provided, and that it was delivered clearly and completely
- ▶ 85% gave excellent/good ratings to staff courtesy, knowledge and professionalism
- ▶ 80% gave excellent ratings to the time it took to provide and complete service
- ▶ Survey identified the need to make certain services available online to increase convenience in accepting plans, scheduling inspections, and payment for specific services, for example

# Point 4: Expand Funding Resources for Small Business

Survey for needs, evaluate tools, share with business community

- ▶ Learn financial needs of local businesses
- ▶ Identify commercial banks
- ▶ Direct lenders to businesses
- ▶ Implement workshops for businesses with staff, lenders and other resources
- ▶ **Example: connected auto dealer to financing to enable needed expansion – would have lost dealer without it.**

# Point 5: Expand Available Economic Development Programs

Evaluate programs to increase business attraction, retention and expansion

- ▶ Create “Red Team” Partnership with the Orange County Business Council/other networks
- ▶ Promote First-Time Homebuyer and other housing/quality of life programs to businesses to attract and assist quality employees
- ▶ Publicize programs through business workshops

# Point 6: Establish HB as a Community for Green Business

Promote promotion of the City's energy programs, explore green business networking model and sustainable growth opportunities



- ▶ Explore promotion of programs to City businesses
- ▶ Promote in conjunction with Green Expo
- ▶ HB recognized by National Resources Defense Council (NRDC) as a Smarter City
- ▶ Controllable LED Streetlights downtown
- ▶ Solar Power Purchase Agreement Construction with SunEdison for City Hall, Main Library and City Yard



# Point 7:

## Strengthen Shop Local Programs

Incentivize use of local businesses not only among consumers, but also on a business-to-business level

- ▶ Evaluate revision of Surf City Savings program
- ▶ Coordinate workshops with Chamber of Commerce to encourage shopping locally
- ▶ Work with Chamber to implement an accessible registry of businesses

City purchased \$114m in goods, services, professional services, inventory, maintenance, construction (2009–2010). Increase efforts to do much of that purchasing locally.

# Point 8: Increase Community Support Activities by Local Businesses

Develop & implement strategy for sponsorship, implement corporate marketing plan

- ▶ Consultant hired to market beverage rights, sponsorship and naming rights of community facilities – sports complex, Pier, etc
  - Several qualified vendors, but selected equally qualified local vendor
- ▶ HB had first program in the US with former Coca Cola sponsorship
- ▶ San Diego, Costa Mesa, Garden Grove, Long Beach, Moreno Valley – other cities nationwide

# Point 9: Expand Film Program

Work with Marketing and Visitors Bureau to spread awareness of Huntington Beach as a production destination

- ▶ Increase efficiency of permit process
- ▶ Assist MVB in updating Film HB website
- ▶ Explore incentives for filming locally
- ▶ Enhance HB business opportunities with online local service directory for industry

# Film Impacts



**\$2,000,000  
potential revenue  
from increased  
filming activity in  
Huntington Beach**

- ▶ Results from City fees, sales tax on locally-purchased goods, and Transient Occupancy Tax generated by hotel stays during production
- ▶ Local businesses benefit from increased customer traffic and exposure to repeat business from local production



# Point 10: Establish City Website as a Resource for New and Existing Businesses

Revise existing site, highlight quality of life components to demonstrate opportunities for business owners and employees

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, consisting of the word "twitter" in blue lowercase letters followed by a blue bird icon.

- ▶ Implement a web-based vendor registry for notification of bids & RFPs – **completed**
- ▶ Increase online information specifically targeted to the business community

# Huntington Beach is...



# for business!